

# DEALERS WATCH POLITICAL MOVES; SALES MARKET TEMPORARILY SLOW

Record Business is Expected When Mexican Problem Gets Started to Settlement; Hoagland Has Bought Out Partner; Borderland Takes Three New Agencies; Overhauls are Advocated.

**B**USINESS generally was rather quiet on gasoline row during the past week. All the dealers were optimistic and there wasn't a real hard luck story to be heard on the row. Sales have not been as brisk during the past fortnight as might be desired but the agents are making no complaint. They believe that the buyers are simply "marking time," pending something definite about the war scares and that when things are cleared up the many prospects who are now being lined up will be turned into customers and the month of May will set new records in the local automobile world.

The stock of the Goodrich tire branch is now here and acting manager Graham has had a busy week. Announcement has been made from the factory that C. K. Chapin will be sent here from Kansas City as manager of the El Paso branch, but that Mr. Graham, who came here from Dallas to take temporary charge, will remain in the city for a couple of months to look after the solid tire trade, which is his specialty, while Mr. Chapin will direct his attention to the pneumatic.

**Scripps-Booth in Demand.** Ever since the Scripps-Booth roadster made its appearance here, the Pioneer Motor company has been besieged by applicants for demonstrations. It is difficult for the company to get its orders filled promptly but sales manager H. T. Williams announces that he has already booked three orders for the handsome little roadster and one for the four-passenger model. The company is now negotiating with the Guaranty Securities corporation for an arrangement whereby the Scripps-Booth can be sold on the deferred payment plan. H. R. McClintock, who returned this week from a trip to Los Angeles and San Diego, reports a Scripps-Booth on every corner in the two cities.

Orders for the new Buick models have been so heavy that the factory reports that it is temporarily short of material and shipments are accordingly delayed a little, but the Pioneer Motor company has been notified that a carload of the new models will be shipped within a week. The factory also announces a new deferred payment plan.

**Williams "Hunk on Job."** H. T. Williams of the Pioneer staff, who has been on the sick list for the past couple of weeks, is now sufficiently recovered to be able to "hunk on the job" for a while every day.

The new Scripps-Booth "eight" will make its appearance in El Paso about June 1, according to an announcement from the Detroit factory.

**Dort Representative Here.** M. A. Leach, formerly connected with the Buick company and who lived in El Paso for several years, made his appearance here this week as southwestern district manager for the Dort. His headquarters are in Dallas. Mr. Leach renewed old friendships here and then started in bustling Dort and he is coming outsmaker when it comes to talking Dort. He makes the unqualified statement that the Dort is the greatest automobile value on the market at the present time and states that

it is already proving one of the really big sellers in the state of Texas. Mr. Leach has a few "stunts" which he will spring on the motorists of El Paso during the coming week.

**Accessory Market Brisk.** The Western Motor Supply company reports a very brisk accessory market and Earl Fletcher states that the demand for tires is so brisk that it is almost impossible to keep a complete stock of either Plake or Portages.

The used car business which was conducted by Fred G. Hoagland and S. O. Bottorff under the firm name of Hoagland-Bottorff company, is now the sole property of Fred G. Hoagland and will be conducted by him. Mr. Hoagland is making a specialty of outright purchases of used Fords and promises to offer special bargains in that line. Mr. Bottorff will devote his entire attention to the Haynes line and the new main rooms of the West Texas Motor company, in the DeGroot building on Myrtle avenue, will open about Wednesday of next week.

**Barker as Speed Merchant.** E. E. Barker, of the Elliott-Garrett company, didn't believe that race driver Carl Reeves was speedy enough to deliver a Studebaker "four" to a customer at Silver City so he undertook to drive the car there himself. Thursday, he left El Paso early in the morning and was to have caught the afternoon train from the New Mexico city. At latest reports, Barker was missing, and now Carl Reeves swears that Barker got on so much ahead that he was carried by Silver City before he could get on the emergency and must now be somewhere around Salt Lake City.

**New Saving Stunt.** "Everybody wants an automobile, even if it is only a Ford," said W. R. Hall, of the Tri-State Motor company. A young Mexican came into the Ford salesroom on Friday with a novel proposition. He said that he owned a horse but that the horse doesn't respect the Sabbath and eats seven days a week, even if he only works six. The young fellow decided that he wanted an automobile and he wanted the Tri-State company to accept \$20 from him every month until the price of the car is in the hands of the company, and then they can deliver him the car. "And we'll guarantee that the Ford won't eat unless it's working," put in Lee Davis.

Tom White, manager of the Auditorium garage, will take a well earned rest over the week and will leave for Elephant Butte dam this afternoon, taking a party of friends in a Cadillac "eight".

**New Cylinder Cleaner.** The new apparatus of the Auditorium garage for burning out the carbon in cylinders will be here next week. This will be the first apparatus

of its kind in the southwest, according to Tom White.

**Price of Gasoline.** E. M. Lockhart, of the Rio Grande Oil company, returned this week from a visit to the refineries in Oklahoma. Mr. Lockhart did not hold out much hope of an immediate reduction in the price of gasoline.

**C. B. Henry, of the Cadillac Sales company, spent the week in Silver City, Deming, Hurley and adjoining territory.**

The shipment of General tires for the Cactus Motor company has been delayed but manager E. E. Winman states that his big stock of both tires and accessories should be here some time next week.

John Butchings of Alamogordo, was in the city on Thursday and bid in a stock of accessories from the Cactus Motor company.

M. J. Roseboro, sales manager of the Southern Motor company, made a very successful trip to Lordsburg this week.

**Holiday for Russek.** David S. Russek, general manager of the Southern Motor company, will leave for New York Monday on a combined business and pleasure trip. He will be away about three weeks.

A. A. Rhoads, manager of the Plake company of Texas, was in the city this week and placed the distributing agency for a new Stromberg carburetor for Fords with the Borderland Auto Supply company.

This carburetor, on an official A. A. test, gave 27.5 miles to the gallon and it is noted for the quick acceleration possible on Ford when it is used. The Borderland will handle the new, short driven Ford starter and lighting equipment manufactured by the General Electric

## It Happens In the Best Regulated Families

By Briggs



## Sales and Deliveries

Reports of the El Paso Automobile Dealers for the Current Week.

company and known as the Genesmotor. Another distributing agency taken this week by this firm is that for the Hest-Bright ball bearings.

**S. Z. Silversparre, manager of the Ross Rubber company, reports another big week for both Kelly-Springfield and Hartford tires.** He also received some very favorable reports of big mileage obtained by local Kelly owners. The Ross has received another big shipment of Kellys and now boasts of the most complete line of high grade tires in the southwest.

Night shifts have been necessary at the Marker & Yonge repair plant all week. The business in Ford repairs has exceeded the expectations of the firm.

Several tourists visited the Oakland Auto Sales company's office this week and tickled general manager A. H. Elmore with the reports of the fine work on their Oakland for long distance touring.

**Western Saxons Arrive.** The Western Auto company has received another shipment of Saxons and distributors G. B. Chalmers reports his ability to make immediate delivery on orders for a short time.

"If people would realize that an automobile is like a clock and needs a thorough overhauling at least once a year they would save themselves much trouble and expense," said Charles Walker, of the El Paso Ford company, who bring up their cars every spring for an overhauling; they don't wait for the car to go bad on them, they save money by their systematic overhauls.

**Advocate Inspections.** "It is noticeable that several factories are now advocating a thorough monthly inspection of all their cars. Many El Paso cars don't get even an inspection once a year and then when the car does begin to go bad the owner simply cannot understand it." If he'd think a minute he'd find the right solution—have his car overhauled regularly.

Sam Watkins was in town from Deming, N. M., this week, from a trip to the Lone Star for more Dodge Brothers cars for his territory. He also reports a brisk demand for the Chalmers.

The Lone Star Motor company unloaded a carload of Dodge and one of Chalmers this week.

The latest bulletin from the Buick Motor company's press department reads: "The mystery car was lost for three days and we had a railroad men doing the Sherlock Holmes stunt before it was located. It is now close to El Paso and we will show it to the motorists early in the week."

**"High" Al Gilchrist is coming back again.** Fred Langan has promised to put his special "Jesse Willard bed" on duty at the Sheldon to accommodate the elongated Maxwell factory representative.

H. L. Goodheart has joined the Buick forces and will sell Maxwell and Jeffery trucks.

The first shipment of Jeffery quads, a car which has made a great reputation with army men in Mexico, for the Buick Motor company, left the factory this week and will be on display in another week.

**Tri-State Representative Here.** W. Felling, manager of the San Antonio branch of the Firestone Tire and Rubber company, visited the Tri-State Motor company and was very much pleased with the tire business here.

J. W. Kirkpatrick, manager of the Tri-State Motor company, was in Alpine and also Columbus, N. M., transacting business this week.

Mr. Bussett, Ford agent at Silver City, N. M., visited the Tri-State Motor company and took back with him a runabout and a bunch of parts and accessories.

Mr. Roos, of the Donna Ann Motor company, Las Cruces, N. M., visited the Tri-State Motor company and took back with him one touring and a bunch of accessories.

Ray N. Pritchett, New Mexico representative for the Tri-State, was in and reported business very good in his territory.

**"MYSTERY CAR" IN SPEEDWAY RACE.** Indianapolis, May 6.—There is no death in ambitious automobile race candidates, as indicated by the flood of telegrams and letters from all over the United States to T. E. Myers, general manager of the speedway office. Many of these letters seem to think that all one has to do to win the famous sixth annual International sweepstakes race is to take some jit-

ney and strip the body. There are thousands of applicants in this class. There is another class of rich sportsmen who know better, and who do not count the cost, but who for the love of the sport and the fun they get out of it, try to create special cars incorporating automobile ideas that are pets to themselves and attempt to show up some of the older experienced racers.

A conspicuous member of the latter class is S. Osteweg, of Lee, Ill., who has sent in his entry and necessary check to the speedway management for entry of an Osteweg Special, manufactured by Apperson & Osteweg, for the May 10th race. Little is known of this car, except that it weighs about 2000 pounds, has four cylinders, 4-11-32.5 bore and stroke, and a piston displacement of 254-1-10 cubic inches. It is registered with the American Automobile association as car 105. The driver is to be S. Osteweg, a wealthy young business man and sportsman.

The Illinois entry is expected at Indianapolis soon to begin practice and it can't come any too soon to satisfy the curiosity of the speedway fans, who are eager to see how it can step over the paved oval. There are no end of inquiries at the speedway office from young men who want to be drivers or mechanics.

Myers said the other day that if ever the eventuality necessitated the military authorities of the U. S. A. to want to make a hurry up call for brave young men who are willing to go into service as military chauffeurs, no doubt his hundreds of inquiries from would-be race drivers would be valuable.

**WESTCOTT TO MOVE.** Springfield, Ohio, May 6.—The Westcott Motor Car company will remove its plant from Richmond, Ind., to this city within the next few months, according to announcement made today. This move will take place in time to start production of the next series of Westcott cars in the Springfield factory.

**125 MILES OF BATTERIES.** Some figures furnished by the Willard Storage Battery company of Cleveland state that there are over 800,000 Willard starting and lighting batteries in use at the present time. Allowing an average length of 35 inches, these batteries, if put end to end, would make a line of 125 miles long.

**Will Go to Yucatan.** The El Paso Overland Auto company reports the delivery of an Overland "75" touring to Mrs. J. L. James, who will take the car to Yucatan, Mex. The company received a carload of

Overlands for local customers and delivered another carload to the Albuquerque Overland Auto company. The Western Auto company reports the delivery of a Saxon "six" touring to C. A. Donnell.

Deliveries this week by the Elliott-Garrett company were: Atkinson & Simpson, Corona, N. M., five Studebaker "four" touring; LaPoint & Munguia, Studebaker "four" touring; Dr. Leonard Tabar, Silver City, Studebaker "six" touring; H. S. Van Sant, White Oaks, N. M., Studebaker "four" touring; L. J. James, Elephant Butte dam, Studebaker "six" roadster.

**Truck for Arizona.** The truck department of the Southern Motor company delivered a 1500-pound Republic truck this week to Joe McAllister, of Duncan, Ariz.

The Tri-State Motor company report the following Ford sales during the past week: J. C. Byers, touring; Charles Cottingham, runabout; S. P. Sick, touring; M. Varela, runabout; Ed King, delivery; B. E. Marden, touring; Newman Investment company, two runabouts; C. T. Dunn, touring; William Long, touring; Leemoor Construction company, parcel delivery; City Service company, runabout and touring; T. W. Ardoin, touring.

The following Ford sales report the following Ford sales to the agents of their territory: J. T. Hood, Douglas, Ariz., two carloads of tourings; P. C. Blum, El Paso, Ariz., one carload of tourings; J. S. Kerr, Deming, N. M., one carload of tourings; Solomon Commercial company, Solomonville, Ariz., carload of tourings; Benson Auto company, Benson, Ariz., carload of tourings; Dona Ann Motor company, Las Cruces, N. M., carload of tourings.

**Spanish Grill now open 115 S. Oregon.** —Adv.

**Mexican rents, Lee Newman, ph. 6664.** —Adv.

**POWER**—Increased to FORTY horsepower;  
**MOTOR**—Increased from 3½ x 5 to 3⅞-inch bore x 5-inch stroke;  
**WHEELBASE**—Increased from 106 to 112 ins.  
**TIRES**—Increased from 33 x 4 to 34 x 4 Goodrich;  
**FINISH**—Number of body-finishing operations increased from 20 to 25;

**CAPACITY**—Increased from Five to SEVEN passenger;  
**UPHOLSTERY**—Deepened and of the finest hand-buffed, semi-glazed leather purchasable;  
**REAR AXLE**—Safety-insuring FULL-floating axle, designed and built in Studebaker factories;  
**ELECTRICAL SYSTEM**—Studebaker-Wagner Starting and Lighting Systems, in use FOUR years and tested and proved on more than 150,000 cars.

**Dollar for Dollar**  
**What Car Gives As Much?**

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But all that we ask is for you to see the car. And it won't take but a few minutes for the car to convince you that dollar for dollar, it gives MORE than any other Four on the market.

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Limousine, 7-passenger..... \$2000  
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